



WGME Portland  
81 Northport Dr  
Portland, ME 04103

American Media & Advocacy Group  
815 Slaters Ln  
Alexandria, VA 22314

## Contract # 2633907

**Schedule Dates** 09/23/16-09/29/16  
**Advertiser** Bruce Poliquin for Congress-R (71514)  
**Agency** American Media & Advocacy Group (9105)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** September 2016 (735823)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** MediaAssistant,,  
**Phone/Fax** /  
**CPE** 509/942/7897  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** ME-2  
Separation: 30

**Date Entered** 09/20/16  
**Last Modified** 09/20/16  
**Entered By** Nathan Uschmann  
**CO-OP** No  
**Headline #** ECR25310581  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,492.50  
**Net Total** \$8,457.50  
**Sales Tax**

## Portland ME (WGME)

By Broadcast Month	Spots	Rate
Sep. 2016	2	\$750.00
Oct. 2016	12	\$9,200.00
<b>Grand Total:</b>	<b>14</b>	<b>\$9,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/23/16-09/23/16	3	:30	12P- 12:30P (EST)	1					X			1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/20/16
2.0	Normal Line / SPOT	09/26/16-09/26/16	3	:30	12P- 12:30P (EST)	1	X							1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/20/16
3.0	Normal Line / SPOT	09/27/16-09/27/16	3	:30	12P- 12:30P (EST)	1		X						1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/20/16
4.0	Normal Line / SPOT	09/28/16-09/28/16	3	:30	12P- 12:30P (EST)	1			X					1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/20/16
5.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	12P- 12:30P (EST)	1				X				1	\$250.00	\$250.00	Portland ME (WGME)	NEWS 13 NOON 300	9/20/16
6.0	Normal Line / SPOT	09/23/16-09/23/16	3	:30	5:30P- 6P (EST)	1					X			1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/20/16
7.0	Normal Line / SPOT	09/26/16-09/26/16	3	:30	5:30P- 6P (EST)	1	X							1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/20/16
8.0	Normal Line / SPOT	09/27/16-09/27/16	3	:30	5:30P- 6P (EST)	1		X						1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/20/16
9.0	Normal Line / SPOT	09/28/16-09/28/16	3	:30	5:30P- 6P (EST)	1			X					1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/20/16
10.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	5:30P- 6P (EST)	1				X				1	\$500.00	\$500.00	Portland ME (WGME)	NWS 13 LV 5:30	9/20/16
11.0	Normal Line / SPOT	09/27/16-09/27/16	3	:30	6P- 6:30P (EST)	1		X						1	\$900.00	\$900.00	Portland ME (WGME)	NEWS 13 6.00 850	9/20/16
12.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	6P- 6:30P (EST)	1				X				1	\$900.00	\$900.00	Portland ME (WGME)	NEWS 13 6.00 850	9/20/16
13.0	Normal Line / SPOT	09/28/16-09/28/16	3	:30	6:30P- 7P (EST)	1			X					1	\$900.00	\$900.00	Portland ME (WGME)	CBS EVE NWS	9/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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**Portland ME (WGME)**

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<b>Grand Total:</b>	<b>14</b>	<b>\$9,950.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Prime	09/27/16-09/27/16	3	:30	141745- CBS-NCIS (Tuesday)	1		X						1	\$3,500.00	\$3,500.00	Portland ME (WGME)	NCIS-CBS	9/20/16

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Date:

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125 West 55th St  
New York, NY 10019

#2633907

<b>Contract #</b> 25310581	<b>Changes as of:</b> 9/20/2016 at 11:29 AM	<b>Version:</b> Original Order
<b>CPE:</b> 509/942/7897	<b>Flight:</b> 9/23/16 - 9/29/16	<b>Station:</b> WGME
<b>Agency:</b> AMER MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	<b>Advertiser:</b> POLIQUIN, BRUCE	<b>Market:</b> Portland, ME
<b>Product:</b> ME-2	<b>Office:</b> WASHINGTON	<b>Total \$:</b> \$9,950.00
<b>Agency Order #:</b> 5408076	<b>Primary Demo:</b> Adults 35+	<b>Total Spots:</b> 14
<b>Buyer:</b> MediaAssistant, AMAG	<b>Con Type:</b> POLITICAL/VOTE	<b>Total CPP:</b> \$122.69
<b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Total GRP:</b> 81.1
	<b>Separation:</b>	

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/23 - 9/29							Total Spots	Total \$	CPP	GRP
							9/23	9/24	9/25	9/26	9/27	9/28	9/29				
1	F,M-Th 12n-12:30p		NEWS 13 NOON	\$250.00	3.4	30	1	0	0	1	1	1	1	5	\$1,250.00	\$73.53	17.0
	300																
2	F,M-Th 5:30p-6p		NWS 13 LV 5:30	\$500.00	5.6	30	1	0	0	1	1	1	1	5	\$2,500.00	\$89.29	28.0
3	F,M-Th 6p-6:30p		NEWS 13 6.00	\$900.00	7.0	30	0	0	0	0	1	0	1	2	\$1,800.00	\$128.57	14.0
	850																
4	F,M-Th 6:30p-7p		CBS EVE NWS	\$900.00	6.3	30	0	0	0	0	0	1	0	1	\$900.00	\$142.86	6.3
5	Tu 8p-9p		NCIS-CBS	\$3,500.00	15.8	30	0	0	0	0	1	0	0	1	\$3,500.00	\$221.52	15.8
<b>TOTALS:</b>							<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>14</b>	<b>\$9,950.00</b>	<b>\$122.69</b>	<b>81.1</b>





125 West 55th St  
New York, NY 10019

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<b>CPE:</b> 509/942/7897	<b>Flight:</b> 9/23/16 - 9/29/16	<b>Station:</b> WGME	<b>Total \$:</b> \$9,950.00
<b>Agency:</b> AMER MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	<b>Advertiser:</b> POLIQUIN, BRUCE	<b>Market:</b> Portland, ME	<b>Total Spots:</b> 14
	<b>Product:</b> ME-2	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$122.69
	<b>Agency Order #:</b> 5408076	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 81.1
	<b>Buyer:</b> MediaAssistant, AMAG	<b>Con Type:</b> POLITICAL/VOTE	
	<b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Separation:</b>

<b>Special Instructions</b>	
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Order Level Comments		
<b>Date/Time</b>	<b>Added by</b>	<b>Comment</b>
09/20/16 11:31 AM	CHRISTIAN CAMBEIRO	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$33,167
<b>WGME Share:</b>	30%
<b>Comment:</b>	EST WILL FOLLOW
<b>WCSH:</b>	45%
<b>WMTW:</b>	20%
<b>Unknown:</b>	5%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	14	\$9,950.00	\$122.69	81.1
<b>Total</b>	<b>100%</b>	<b>14</b>	<b>\$9,950.00</b>	<b>\$122.69</b>	<b>81.1</b>

Monthly Summary		
Month	Spots	Dollars
2016-Sep	2	\$750.00
2016-Oct	12	\$9,200.00
<b>Total</b>	<b>14</b>	<b>\$9,950.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/20/16 1:02 PM					\$0	\$0	
New	9/20/16 11:29 AM	CHRISTIAN CAMBEIRO	New	14		\$9,950.00	\$9,950.00	

<b>Non-Discrimination Policy</b>	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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